

Message Text

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PAGE 01 MEXICO 11023 012158Z

ACTION CU-04

INFO OCT-01 ARA-14 ISO-00 /019 W

-----030953 020716Z /13

R 012156Z JUL 77

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 3273

INFO USIA WASHDC

UNCLAS MEXICO 11023

FOR: CU/ARTS

E.O. 11652: N/A

TAGS: SCUL

SUBJ: ALWIN NIKOLAIS DANCE THEATRE

1. THE EMBASSY PRESENTED THE ALWIN NIKOLAIS DANCE THEATRE AT THE PALACE OF FINE ARTS IN MEXICO CITY FOR SEVEN PERFORMANCES FROM JUNE 13-19. THIS WAS THE POST'S FINAL PRESENTATION IN ITS CELEBRATION OF THE BICENTENNIAL AND WAS PLANNED TO COINCIDE WITH THE CLOSING OF "THE WORLD OF FRANKLIN AND JEFFERSON" EXHIBITION.

2. MRS. CARMEN ROMANO DE LOPEZ PORTILLO, WIFE OF PRESIDENT OF MEXICO, ATTENDED AN UNPRECEDENTED THREE PERFORMANCES. CHARGE D'AFFAIRES AND MRS. THOMPSON OFFERED A CHAMPAIGNE RECEPTION IN MRS. LOPEZ PORTILLO'S HONOR AFTER THE SATURDAY JUNE 18TH EVENING PERFORMANCE, WHICH WAS ATTENDED BY ELITE GROUP OF GOVERNMENT OFFICIALS AND PUBLIC FIGURES INVITED TO BOTH THE PERFORMANCE AND RECEPTION.

3. AUDIENCES AVERAGED ABOUT 1200 PER PERFORMANCE FOR A ROUGH TOTAL OF 8500 FOR THE WEEK. NIKOLAIS, WHO PRESENTED THREE NEW CHOREOGRAPHIES NOT SEEN BEFORE IN UNCLASSIFIED

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MEXICO, RECEIVED WIDE-SPREAD AND TOTALLY FAVORABLE PRESS, RADIO, AND TV COVERAGE. AUDIENCE REACTION WAS WILDLY ENTHUSIASTIC.

4. ALTHOUGH THE POST DID NOT SUBSIDIZE THE NIKOLAIS VISIT, THE CAO NEGOTIATED ON AGREEMENT WITH THE NATIONAL INSTITUTE OF FINE ARTS FOR THE USE OF THE THEATER FOR

10 OF THE BOX OFFICE RATHER THAN THE USUAL 20,000 PESO PER PERFORMANCE CHARGE. THIS MEANT THAT THE HIGHEST COST PER PERFORMANCE, GIVEN A FULL HOUSE, WOULD BE \$15,000 PESOS. ON THE BASIS OF THIS AGREEMENT, THE IMPRESSARIO AGREED TO EMBASSY CO-SPONSORSHIP.

5. POST SUPPORT TO THE PERFORMANCES ALSO INCLUDED ARRANGEMENTS WITH TELEVISA FOR TV COVERAGE OF NIKOLAIS IN GUADALAJARA THE WEEK BEFORE HE CAME TO MEXICO FOR USE ON TV IN MEXICO CITY; OTHER TV SPECIALS AND CLIPS; RADIO SPOTS; REGULAR PRESS RELEASES TO ALL PAPERS AND COLOR EXCLUSIVES THAT APPEARED IN EXCELSIOR, NOVEDADES AND EL SOL DE MEXICO.

6. THROUGH GENEROSITY OF IMPRESSARIO, POST HAD SUFFICIENT COMPLEMENTARY TICKETS TO MAKE POSSIBLE WIDE USE OF NIKOLAIS PERFORMANCES BY EMBASSY KEY OFFICERS FOR HIGH LEVEL REPRESENTATIONAL PURPOSES.

7. POST IS POUCHING PRESS AND PROMOTIONAL MATERIAL FOR CU/ARTS USE. THOMPSON

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Message Attributes

Automatic Decaptioning: X
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TAGS: SCUL, US, MX, ALWIN NIKOLAIS DANCE THEATRE
To: STATE
Type: TE
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Review Markings:
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